Sponsorship Opportunities

13TH ANNUAL SCIENTIFIC MEETING OF THE SOCIETY OF CARDIOVASCULAR COMPUTED TOMOGRAPHY

JULY 12-15, 2018

GAYLORD TEXAN RESORT HOTEL & CONVENTION CENTER
The SCCT 2018 Annual Scientific Meeting (SCCT2018) positions your company to connect with physician and healthcare professionals interpreting cardiovascular CT.

Take the next step to ensure you're increasing your brand power, differentiating yourself from your competitors and developing relationships that matter. Select from a range of high-visibility and cost-effective sponsorship opportunities to maximize your presence at the SCCT 2018 Annual Scientific Meeting.

Conference branding opportunities have been shown to increase booth traffic up to 104%.

Source: Center for Exhibition Industry Research

Contact us to learn more.

Sales and Sponsorships
NTP EVENTS
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Reserve your sponsorship today.
SCCT2018 ATTENDEE PORTFOLIO
EXCLUSIVE OPPORTUNITY PRICE | $20,000
Put your brand in the hands of every SCCT2018 attendee. The portfolios serve as a walking advertisement for your brand year-round as attendees use them at the meeting and then take them home full of their collected materials and information to share with colleagues.

HEADSHOT PHOTO STATION
EXCLUSIVE OPPORTUNITY PRICE | $20,000
Attendees will line up for the chance to receive a complimentary professional headshot. Equipped with professional makeup stylist and photographers, attendees will receive a printed headshot photo with sponsor’s branding printed on edges. Sponsorship includes a VIP line for sponsor, who can hand out tickets from their booth to VIP access.

SCCT2018 MOBILE APP AND WI-FI BUNDLE
EXCLUSIVE OPPORTUNITY PRICE | $30,000
Provide these valuable resources to all SCCT2018 attendees! The SCCT2018 mobile app allows attendees to search sessions, exhibit booths, maps and other relevant meeting information to ensure they make the most of their attendance. Your company name or logo will be prominently displayed on the mobile app splash page with a link to your website.

Give attendees the convenience of complimentary internet access on-the-go during the meeting. Recognition includes onsite signage and landing page branding.
BEYOND EXHIBITING

SCCT2018 WELCOME RECEPTION
EXCLUSIVE OPPORTUNITY PRICE | $20,000
Support the Welcome Reception held in the Exhibit Hall on July 13, 2018 for a highly visible opportunity to establish your company as an industry leader in this initial contact with meeting attendees. Take advantage of this unique chance to make an early impression and cultivate relationships with attendees. Attendees receive two complimentary drinks tickets to encourage attendance. The sponsorship includes recognition in the final program, on the website and event signage as well as a GOBO and branded napkins at the event and branded table tens in the exhibit hall on Friday leading up to the event.

LIGHT BOX SIGNAGE
PRICE | $6,000 each
Capture everyone’s attention with a high impact, double-sided 6’ tall LED light boxes. Each fixture features a backlit panel of your advertising or marketing message. Sponsor must provide artwork. Due to CME rules, artwork can only include the company logo if the placement is in the Exhibit Hall. Other placement opportunities are available if artwork omits company logos. Sign placement at the meeting will be determined by SCCT to maintain adherence to ACCME standards.

FLOOR STICKERS
PRICE | $3,500 (pair of 3’ x 3’or one 6’ x 6’)
Every attendee will see your company logo on the SCCT2018 Exhibit Hall with these highly-visible, color floor stickers. The stickers display your company branding and provide a cost-effective way to maximize your booth traffic. SCCT produces and installs the decals, sponsor provides artwork. Exact location to be determined by SCCT.

HAND SANITIZING STATIONS
PRICE | $2,000 per unit
With all the hand-shaking, attendees will be grateful you’ve provided a hand sanitizing station. SCCT will provide and install the stations with unlimited sanitizer. Exact locations determined by SCCT.
SCCT2018 FINAL PROGRAM FOUR COLOR ADVERTISEMENT
FULL PAGE INSIDE $7,500 | HALF PAGE INSIDE $4,000 | QUARTER PAGE INSIDE $3,000
This 4-color, in-demand publication – attendees’ must-have, onsite amenity — provides vital session information, room assignments, a map of the Exhibit Hall with exhibitor listings, and a list of sponsors.

PROMOTIONAL ONE-METER PANEL SIGN
PRICE | $3,000 PER SIGN
A one-sided, meter-wide graphic panel positioned in high-traffic areas at the SCCT2018 is available to advertisers who want to expand the exposure of their brand throughout the meeting. Advertisers provide their own print-ready art files for the panel, and SCCT provides the signage. Sign placement at the meeting will be determined by SCCT to maintain adherence to ACCME standards. Artwork must be approved by SCCT prior to print deadline.

SCCT2018 ATTENDEE PORTFOLIO INSERT
PRICE | $3,500 (Limited quantity available)
Advertisers have the opportunity to insert an item such as a CD, brochure or flyer into the attendee portfolio distributed to all attendees upon check in at the SCCT2018 registration desk. A digital or hard copy version of the insert must be provided to SCCT for approval prior to the SCCT18 Annual Scientific Meeting. The advertiser is responsible for sending copies of the item to the site of the meeting. Quantity – 1,000

SCCT2018 TABLE TENTS
PRICE | $3,000
Your company’s ad will be visible during Exhibit Hall hours on Saturday. Signage must be approved by SCCT prior to the SCCT18 Annual Scientific Meeting. Up to 50 signs are placed throughout the Exhibit Hall and meeting area.

NEWSLETTER ADVERTISING
PRICE | $750 for 160x160 | $1,000 for 160x300
Place an advertisement in one of the bimonthly member newsletters or monthly attendee newsletters for added exposure. Link directly to your preferred landing page to direct prospects to the detailed message of your making. Artwork must be approved by SCCT prior to deadline.

WEBSITE ADVERTISING
CALL FOR PRICING AND DETAILS
ELECTRONIC CHARGING STATIONS SPONSORSHIP

PRICE | $2,000 per unit

Fully powered laptops and mobile communication devices are must-haves for any SCCT2018 Annual Scientific Meeting attendee; which make the Charging Stations high-traffic areas in the Exhibit Hall. Sponsors are recognized by signage at the top of the Charging Stations. With four (4) Charging Stations located in the Exhibit Hall for the duration of the meeting, this is one of the most visible advertising opportunities available.

GAYLORD DIGITAL ADVERTISING

PRICE | $2,000 for a 10 second display or $5,000 for 30 seconds

Drive customers to your booth utilizing the 16’x9’ HD Bell Tower Screen in the Lonestar Atrium at the Gaylord Texan Resort Hotel & Convention Center. This massive digital display is sure to catch the eye of attendees as they rotate continually all day creating extended exposure to all hotel guests.

SCCT2018 MEETING ROOM

COMMERCIAL ENTITY: $3,500 PER REQUESTED MEETING
NON-PROFIT ORGANIZATIONS OR RESEARCH: $350 PER REQUESTED MEETING

Rent a private meeting space and host your own hospitality/social function, focus group/market research group, Board of Directors meeting, business-to-business meetings, investigator meetings and more. Meeting spaces may not be used for formal education, speaker presentations, equipment or product demonstrations, or procedural instruction.

Space must be rented through SCCT and SCCT reserves the right to approval and assign room rentals based on the following criteria:
• Top priority is given to partners based on their level of support
• Second priority is given to annual meeting exhibitors
• All others will be granted based on date of request for space, return of signed agreement, and receipt of payment

Private meeting space renters are additional responsible for covering the costs of all audio/visual and food and beverage needs.
SATELLITE SYMPOSIA
Get noticed and enhance the experience of SCCT2018 meeting attendee’s set your company apart by hosting a Satellite Symposium! There is limited space, so contact SCCT to reserve your company’s preferred date and time today.

MORNING SATELLITE SYMPOSIA SPONSORSHIP
2 EXCLUSIVE OPPORTUNITIES | $8,500 each
ONE OFFERED ON SATURDAY AND SUNDAY

LUNCH SATELLITE SYMPOSIA SPONSORSHIP
PRICE | $17,500 each
TWO OFFERED ON FRIDAY AND SATURDAY

EVENING SATELLITE SYMPOSIA SPONSORSHIP
EXCLUSIVE OPPORTUNITY | $8,500
ONE OFFERED ON SATURDAY

All symposia sponsorships include a mention in an SCCT newsletter, inclusion on the Satellite Symposia marketing insert in attendee portfolios and inclusion on satellite symposia meter board. Symposia sponsors also receive a mention in the mobile app and inclusion on Satellite Symposia page in the program guide.

AV, food and beverage must be purchased separately.
BEYOND EXHIBITING — SPECIALTY HANDS-ON WORKSHOPS

CTA ACADEMY: THE FULL SPECTRUM - FROM ROUTINE TO BEYOND ADVANCED

Wednesday, July 11 - Thursday, July 12 — 8am - 4:15pm | $8,500

This two-day training course with expert faculty provides a unique opportunity to improve cardiovascular CT reading skills through personal hands-on training on workstations with immediate feedback by invasive coronary angiography for all 50 cases.

TAVR/VIV WITH MITRAL WORKSHOP

Thursday, July 12 — 8am - 6:30pm | $8,500

Expert faculty will present cases to the attendees, who will have an opportunity to manipulate the data on workstations. Attendees will learn how to use cardiovascular CT to optimize clinical outcomes in TAVR with a focus on annular sizing, device selection, and reduction in complications such as coronary occlusion, annular rupture, and vascular access injury. Attendees will also be exposed to the latest in CT imaging for transcatheter valve-in-valve procedures.

FUNCTIONAL CT IMAGING OF CORONARY ARTERY DISEASE — CT MYOCARDIAL PERFUSION AND CT-DERIVED FRACTIONAL FLOW RESERVE WORKSHOP

Thursday, July 12 — 8am - 5:30pm | $8,500

Expert faculty uses the combination of didactics and hands-on workstation review to learn the basic principles of interpreting myocardial CT perfusion imaging. Participants will have access to a state-of-the-art CT perfusion workstation to gain experience in manipulating and interpreting coronary CT angiography and myocardial CT perfusion with comparisons of CT results to reference standards such as invasive angiography, SPECT, and FFR. The workshop will include cases with reversible ischemia, myocardial infarction, and prior coronary intervention. Attendees will earn case credits for coronary CTA and perfusion imaging.

CONGENITAL HEART DISEASE AND CARDIOVASCULAR CT WORKSHOP

Thursday, July 12 — 8am - 5:30pm | $8,500

The population of adults with congenital heart disease (CHD) is growing exponentially as a result of improved outcomes of medical, surgical and catheter-based treatment strategies. As CHD patients live longer, there is a greater need for high resolution coronary imaging in addition to anatomic imaging, increased use of electrophysiology devices that are MRI unsafe, and higher prevalence of metallic implants that adversely affect MRI image quality. For these patients, CT is increasingly the preferred advanced imaging modality. CT in CHD combines the knowledge and skill sets of both pediatric and adult cardiology and radiology.

An educational platform focused specifically on the use of CT in patients with congenital heart disease (CHD) does not exist. The Congenital Heart Disease and Cardiovascular CT Workshop was developed to fill this educational gap within the field of cardiology and radiology. Designed for adult cardiovascular imagers, this introductory workshop will use a workstation and case-based approach to discuss optimal acquisition and interpretation of CT scans in CHD. This educational program will focus specifically on the use of CT in adult patients with CHD including:

1. Patient selection and preparation
2. Scan acquisition
3. Scan interpretation
GBIDELINES IMPLEMENTATION WEBINAR SERIES
EDUCATIONAL GRANT

TIER 1: OUTSIDE PRODUCTION STUDIO
Starting at $7,500 PER WEBINAR

TIER 2: USE THE GO-WEBINAR PLATFORM
$3,500 or $5,000 with CME PER WEBINAR

The Society of Cardiovascular Computed Tomography Guidelines Committee has developed guidelines for acquiring, interpreting, and reporting of cardiovascular CT to ensure adequate, safe, and efficient use of this modality. SCCT has developed these guidelines to provide physicians and technologists with educational tools to improve the diagnostic care of patients in the interest of developing systematic standards of practice for coronary CTA. Because of the highly variable nature of medical care, unique individual patient presentations and circumstances, approaches to patient selection, preparation, protocol selection, and interpretation, implementation of these guidelines may be varied. Therefore, SCCT will host a series of guideline implementation webinars to guide Physicians and Technologists on how to use the guidelines most effectively to improve patient care. As each new practice document is published in 2018, SCCT will offer webinars to assist practitioners with implementing the principles.

THE GUIDELINES SCHEDULED TO BE PUBLISHED IN 2018 ARE:
1. CT Perfusion Guidelines
2. Calcium Scoring Guidelines
3. Appropriate Use Criteria Guidelines
4. TAVR Guidelines

Sponsors will be recognized in all marketing material for the selected webinar including e-Blasts, on-line ads, social media promotion, and printed material.
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